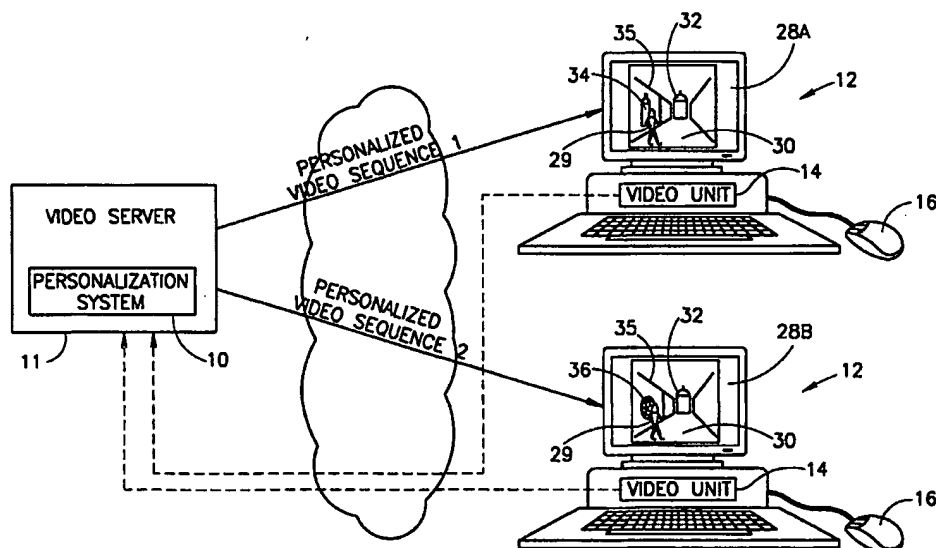


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International Bureau

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification ⁶ : H04N 7/10	A1	(11) International Publication Number: WO 99/26415 (43) International Publication Date: 27 May 1999 (27.05.99)
(21) International Application Number: PCT/IL98/00545 (22) International Filing Date: 9 November 1998 (09.11.98) (30) Priority Data: 122194 13 November 1997 (13.11.97) IL (71) Applicant (for all designated States except US): SCIDEL TECHNOLOGIES LTD. [IL/IL]; Taya House, Haharoshet Street 14, 43657 Ra'anana (IL). (72) Inventor; and (75) Inventor/Applicant (for US only): BAR-EL, Dan [IL/IL]; Passman Street 12, 46424 Herzlia (IL). (74) Agent: EITAN, PEARL, LATZER & COHEN-ZEDEK; Gav Yam Center 2, Shenkar Street 7, 46725 Herzlia (IL).		(81) Designated States: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, US, UZ, VN, YU, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG). Published <i>With international search report.</i> <i>Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i>

(54) Title: METHOD AND SYSTEM FOR PERSONALIZING IMAGES INSERTED INTO A VIDEO STREAM**(57) Abstract**

A method and system for personalizing images inserted into a video stream, provided by a video service (11) to each of its clients (12) according to a priori individual knowledge of its clients. The present invention generates a user profile (10) from video sequences selected by the user from a video server (11) having a plurality of video sequences stored therein. The selected video sequence is personalized according to the user profile, for transmission to the user (12).